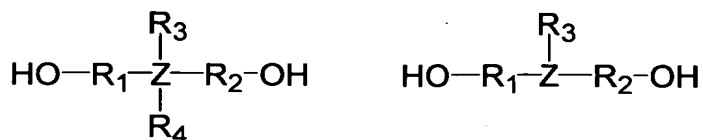


What is claimed is:

1. A magnetic recording medium comprising a magnetic layer comprising a ferromagnetic powder and a binder, wherein
said binder comprises polyurethane resin having a glass transition temperature ranging from 100 to 200 °C,
said magnetic layer has a thickness equal to or less than 0.15 μ m,
said ferromagnetic powder has a mean major axis length or a mean plate diameter equal to or less than 60 nm, and
said magnetic layer has a coercivity (Hc) ranging from 159 to 239 kA/m in a longitudinal direction or an in-plane direction.
2. A magnetic recording medium comprising a nonmagnetic layer comprising a nonmagnetic powder and a binder and a magnetic layer comprising a ferromagnetic powder and a binder in this order on a nonmagnetic support, wherein
at least the binder comprised in said magnetic layer comprises polyurethane resin having a glass transition temperature ranging from 100 to 200 °C,
said magnetic layer has a thickness equal to or less than 0.15 μ m,
said ferromagnetic powder has a mean major axis length or a mean plate diameter equal to or less than 60 nm, and
said magnetic layer has a coercivity (Hc) ranging from 159 to 239 kA/m in a longitudinal direction or an in-plane direction.
3. The magnetic recording medium according to claim 1 or 2, wherein said polyurethane resin is obtained by using a diol compound represented by the following general formula:



(where Z is a ring structure selected from the group consisting of a cyclohexane ring, a benzene ring, and a naphthalene ring, R₁ and R₂ are respectively an alkylene group having 1 to 18 carbon atoms, and R₃ and R₄ are respectively an alkyl group having 2 to 18 carbon atoms.)

4. The magnetic recording medium according to claim 1 or 2, wherein said polyurethane resin has a urethane group concentration ranging from 2.5 to 6.0 mmol/g.

5. The magnetic recording medium according to claim 1 or 2, wherein said polyurethane resin has a weight average molecular weight (Mw) ranging from 30,000 to 200,000.

6. The magnetic recording medium according to claim 1 or 2, wherein the polyurethane resin comprises at least one polar group selected from the group consisting of -SO₃M, -OSO₃M, -PO₃M₂, and -COOM (wherein M is selected from the group consisting of a hydrogen atom, alkali metal and ammonium) in an amount of 1×10^{-5} to 2×10^{-4} eq/g.

7. The magnetic recording medium according to claim 1 or 2, wherein said polyurethane resin has a glass transition temperature ranging from 120 to 170 °C.

8. The magnetic recording medium according to claim 1 or 2, wherein said magnetic layer has a thickness ranging from 20 to 100 nm.

9. The magnetic recording medium according to claim 1 or 2, wherein said magnetic layer has a coercivity ranging from 159 to 207 kA/m in a longitudinal direction or in-plane direction.

10. The magnetic recording medium according to claim 1 or 2, wherein said ferromagnetic powder has a mean major axis length or a mean plate diameter ranging from 20 to 50 nm.